



Strategic Management in Petrochemicals

ASIA | EUROPE | MIDDLE EAST | RUSSIA & CIS



Euro Petroleum Consultants

SHARING KNOWLEDGE,
SHAPING BUSINESS

TRAINING SEMINAR



Understand the dynamics and challenges of the GCC petrochemical industry based on available feedstock and how this creates opportunity in the global marketplace

A tailored, best-practice-based and interactive programme with a dedicated pre-reading to establish a strong foundation ahead of attending and a comprehensive course book, covering principles and best practices of operational excellence, organisational and stakeholders' mapping and management, partnership/JV, as well as illustrating real case studies in commercial, business, contract, customer, opportunity, project, operations, risk and strategic management aspects of a modern (petro)chemicals enterprise. The content, design and conduct are based on the trainer's decades of experience in operational and senior leadership roles. It is developed for managers and senior leaders of (petro)chemical companies, government officials, consultants, industry associations, NGOs, as well as those providing materials and/or services to this vital 4-trillion-\$ industry.

Benefits of Attending

- Understand Petrochemical products, projects, value chain and technologies
- Gain insight into the latest commercial challenges and opportunities in the industry
- Learn how to develop insights and techniques to increase opportunities and mitigate risks
- Monetise tested best practices of managing markets and customers, leading modern petrochemicals operations, organisations, projects and businesses

Who Should Attend

This course is designed for experienced professionals in the petrochemicals industry, senior managers who need a big-picture refresher, as well as for investors, regulators and suppliers

ABOUT THE ORGANISER

Euro Petroleum Consultants [EPC] is an independent consulting group formed in London in 1996. EPC organises high-level conferences and training courses for the oil, gas and petrochemicals sector. Our in-depth knowledge of the industry combined with extensive technical and commercial experience enables us to guarantee that our training events are delivered to the very highest standards. The key to our success lies in the calibre of our trainers and our attention to detail.

IN-HOUSE TRAINING

We will tailor courses to your particular needs and will work with you to define scope, content and priorities. We offer in-house training in the following areas:

- Operational Excellence
- Project Management
- Investment Planning / Master Planning
- Oil, Gas & Petrochemicals Masterclasses
- Health, Safety & Environment

FORMAT & TIMINGS

The course is presented in a highly participative format. The trainer will start with some basic principles, requiring interaction and discussion with the delegates. Actual case studies, discussions and interactive analyses will ensure that the course content is both engaging and interesting.

Registration & coffee will start at 8:00am on Day One. The course will run for two days, starting daily at 8:30am and finishing at 4:00pm. There will be two coffee breaks and a seated buffet lunch on each day.

FEES & DISCOUNTS

USD 2950

inclusive of trainer fees, training materials, completion certificate, lunch & refreshments

Group Discount:

20% discount for three (3) or more registrations from the same company

CONTACT US

Visit our website:

www.europetro.com

Asia & Europe

T: +44 (0) 20 7357 8394

E: training@europetro.com

Middle East

T: +971 (0)4 421 4642

E: office@europetro-me.com

Russia & CIS

T: +7 495 517 7709

E: moscow@europetro.com

Join our LinkedIn Group:

Euro Petroleum Consultants – Training Courses

Follow us on Twitter:

@EuroPetro

TERMS & CONDITIONS

All our training courses and seminars are subject to final confirmation.

Full payment is required prior to the event.

Cancellations made on or before the cut-off date will be refunded in full less an administrative charge of GBP 200.

Cancellations made in less than a month prior to the event cannot be refunded or credited.

Substitutions are welcome at any time.

Organised and presented by:



Euro Petroleum Consultants

TRAINING AGENDA

Day 1

REVIEW OF PRE-READING MATERIAL ('MASTERCLASS IN PETROCHEMICALS') FOLLOWED BY Q&A

WINNING LEADERSHIP IN PETROCHEMICALS COMMERCIAL OPERATIONS

- Overview of an effective business unit: people, marketing, sales, supply chain, operations and P/L management
- Account Management: principles, organisational, practical aspects. Case studies
- People: "winning attributes and behaviours"

BUSINESS AND PROJECT DEVELOPMENT

- Opportunity identification and realization
- New market and customer development
- Investment decisions process
- Asset /project development and execution

ENTERPRISE AND BU RISK FRAMEWORK

- Risk based approach
- Management and mitigation
- Case Study: generic but real examples

Day 2

OPERATIONAL EXCELLENCE IN MANUFACTURING

- Principles and practices
- Case study

PETROCHEMICALS STAKEHOLDERS

- Realities, interests and interactions
- Producers, customers, service providers, intermediaries, authorities, supporters and challengers

IOCS, NOCS, INDEPENDENTS IN PETROCHEMICALS

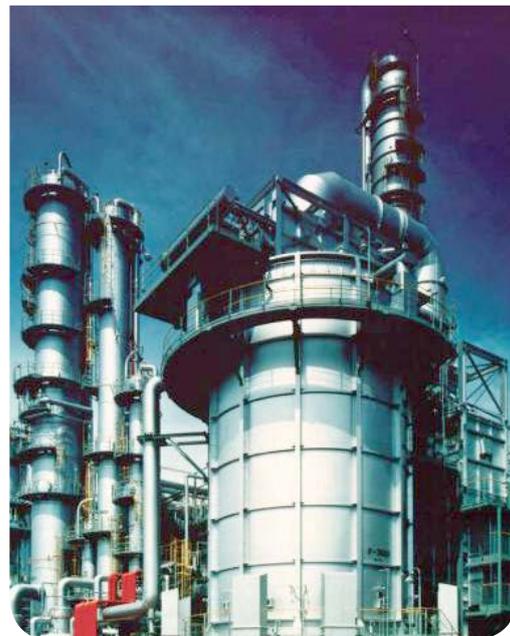
- Ownership, interests, synergies, operating models and evolutions

PARTNERSHIPS AND JOINT VENTURES

- Option or must?
- Benefits and challenges
- Risks and mitigations
- Decision tree
- Case study

VISION, MISSION, OBJECTIVES, STRATEGY, PLANNING AND MONITORING

- Cascading and evergreen process
- Alignment of people and business goals
- Goal setting and appraisals
- KBA /KPI's
- Effective governance and communication
- Case Study: generic but real examples of some tools/techniques



MEET YOUR TRAINER: AMAN AMANPOUR

Aman Amanpour has been an independent petrochemicals & energy consultant since April 2010 after retiring from Shell. His clientele consists of major petrochemicals and energy corporations, as well as renowned companies providing key services to these industries.

His last two positions in Shell were President Shell Chemicals Middle East and thereafter Group General Manager for Shell Upstream New Business for the Middle East, Caspian and South Asian region. Aman, with a distinguished career of 36 years, has attained deep and broad expertise and network across the different regions and sectors of the whole Hydrocarbon Value Chain.

Aman is a recognised expert and leader in the Petrochemicals and Energy industries with many awards and success stories in the areas of: major new investments, asset development, new business, joint venture set up and management, leadership of global business units, key account management, marketing and sales.

Aman holds Master degrees in Chemical Engineering as well as in Computer Aided Engineering, he has completed several Business, Management and Leadership programs and is fluent in several languages. He has authored many publications, given public speeches and award winning industry contributions and has led top-ranking public and in-house management training programmes.

